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EXAMINER

THEIN, MARIA TERESA T

ART UNIT

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3627

NOTIFICATION DATE

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ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

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DETAILED ACTION

Response to Amendment

Applicant's "Amendment" filed on June 4, 2009 has been considered.

Applicant remarks by virtue of amendment to claims 308-3232 and 325-332 have overcome the Examiner's rejection under 35 U.S.C. 112, second paragraph.

Claims 1-307 and 324 are cancelled. New claims 333-335 are added. Claims 308-323 and 325-335 remain pending in this application.

Information Disclosure Statement

The information disclosure statements (IDS) submitted on August, 22, 2009 and September 17, 2009 are being considered by the examiner.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claim 308-315, 317-319, 321-323, 327, and 331-335 are rejected under 35 U.S.C. 102(b) as being anticipated by U.S. Patent No. 6,141,666 to Tobin.

Regarding claim 308, Tobin discloses a program storage device readable by a server, tangible embodying a program of instructions executable by the sever to perform method steps for managing a plurality of content hosts, said method steps comprising the steps of: requesting first dynamic content from a first host wherein the first dynamic content is configured from a database table and wherein requesting is performed by the

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server (abstract; col. 2, lines 64-col. 3, line 2; col. 6, lines 65-67); requesting second dynamic content from a second host wherein the second dynamic content is configured from a database table and wherein requesting is performed by the server (abstract; col. 2, lines 64-col. 3, line 2; col. 7, lines 55-67; col. 9, lines 6-30); requesting second dynamic content from a second host wherein the second dynamic content is configured from a database table and wherein requesting is performed by the server (dynamically retrieves stored data in response to a server software tool which configures the data into hypertext tagged documents, abstract; col. 6, lines 65-67; col. 7, lines 55-66); presenting a third host to a user accessing the server wherein the third host displays the first dynamic content and the second dynamic content as if the first dynamic content and the second dynamic content originated from the third host (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-30) ; and wherein the server computers server is configured to control all interfacing with the user through the third host (abstract; col. 6, lines 65-67; col. 7, lines 55-66).

Regarding claims 309-315, 317-319, 321-323, 327, and 331-335, Tobin discloses formatting a content page that has at least a first portion of the first dynamic content hosted by the first host and at least a second portion of the second dynamic content hosted by the second host (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-30); enabling the second host to virtually present the first dynamic content hosted by the first host as if the first dynamic content originated from the second host (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-30); hosting a third dynamic content on the third host, directing the first host to manage the first dynamic

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content, directing the second host to manage the second dynamic content, and, directing the third host to manage the third dynamic content (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-51); formatting a content page that has at least a portion of the first content hosted by the first host (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-51; col. 10, lines 8-26); formatting a content page that has at least a portion of the second content hosted by the first host (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-51; col. 10, lines 8-26); the first host, the second host and the third host are accessible through a user interface (Figure 4; Figure 11A; Figure 11B); user-uploaded interface (col. 13, lines 22-23); third host hosts a third content (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-51; col. 10, lines 8-26); enabling the first host to virtually present the third content hosted by the third host as if said third content originated from the first host (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-30); formatting a content page comprising at least a first portion of the first dynamic content, at least a second portion of the second dynamic content and at least a third portion of the third content (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-51; col. 10, lines 8-26); third content is a dynamic content (col. 7, lines 55-66; col. 9, lines 6-51; col. 10, lines 8-26); first, second and third content is selected from the group consisting of is a good for sale, an image, a form, a link (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-51; col. 10, lines 8-26; col., 13, line 63-col. 14, line 10); the first host, the second host and the third host are configured to be hosted in an infrastructure selected from the group consisting of a physical location, a URL address, a database, a

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database table, a computer,; and, a network address (col. 10, lines 28-64 Figure 31; Figure 32); the third host is configured to interface with an end user viewing the first dynamic content and the second dynamic content (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-51; col. 10, lines 8-26); in a classification selected from the group consisting of: e-shop, website, e-distributor, manufacturer, e-commerce, and e-service (col. 7, lines 55-66; Figure 4; Figure 11A; Figure 11B; col. 9, lines 6-51; col. 10, lines 8-26); the server is further configured to provide user entered information to the first host and second host (col. 5, lines 46-col. 6, line 34).

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 316, 320, 325-326, 328-330 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,141,666 to Tobin in view of U.S. Patent No. 7,194,678 to Koike et al.

Regarding claim 316, Tobin substantially discloses the claimed invention, however, Tobin does not disclose accessing a database table having at least one column and a plurality of rows; accessing a first identification marking of the first content wherein said first identification marking is stored in a row of the database table; and accessing a second identification marking of the second content wherein said second

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identification marking is stored in another row of the database table; user-selected language; and virtual.

Koike, on the other hand teaches, accessing a database table having at least one column and a plurality of rows; accessing a first identification marking of the first content wherein said first identification marking is stored in a row of the database table; and accessing a second identification marking of the second content wherein said second identification marking is stored in another row of the database table. (Col. 10, lines 50-col. 11, line 4); and user-selected language (col. 18, lines 60-63); virtual (col. 16, line 63)

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the program storage device of Tobin, to include accessing a database table having at least one column and a plurality of rows; accessing a first identification marking of the first content wherein said first identification marking is stored in a row of the database table; and accessing a second identification marking of the second content wherein said second identification marking is stored in another row of the database table; user-selected language; and virtual, as taught by Koike, in order to generate a dynamic page (Koike, col. 3, lines 40-41).

Response to Arguments

Applicant's arguments with respect to claims 308-323 and 325-335 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

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The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

U.S. Patent No. 2002/0002571 to Manohar et al. discloses an interactive and dynamically customizable web tours.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MARISSA THEIN whose telephone number is (571)272-6764. The examiner can normally be reached on M-F 8:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ryan Zeender can be reached on 571-272-6790. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/M. T./
Examiner, Art Unit 3627
October 1, 2009

/F. Ryan Zeender/
Supervisory Patent Examiner, Art Unit 3627